

MADISON VONSOSEN

CONTENT CURATION | COMMUNICATIONS | DIGITAL MARKETING

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SUMMARY

I am a content creator and communications specialist driven to help organizations ignite conversations and tell stories. Combining market research with consumer insights, I believe in keeping up with the ever-evolving demands of target audiences to create tailored content that resonates, connects, and influences people.

WORK EXPERIENCE

Celebrity Content Curator | PETA

2022 - Present

- Penned articles for PETA.org and PETA Latino.org, wrote video scripts, ad copy, taglines, letters for celebrities to sign, statements for press and guide other writing contributors.
- Brainstormed with stakeholders to develop ideas for celebrities campaigns, designed mood boards and organized shoots, and edited celebrity media projects.
- Cultivated relationships with celebrities and their management.

Marketing Content Creator | Finicast

2022 - 2024

- Spearheaded content pipeline for the company website, blogs, marketing, emails, and social media platforms.
- Managed paid Google ads.
- Used SEO to boost site traffic; implemented strategies to enhance and monitor digital engagement.

Growth Analyst Intern | Shadow Creative Studios

2021 - 2022

- Designed a content system, monitored web analytics, and integrated analytics & marketing automation tools to boost social media engagement.
- Authored press releases.
- Built case studies for creative projects.

Social Media and Gym Manager | Mo-Mentum Fitness

2020 - 2022

- Created social media content, conducted market research, designed digital advertisements and handled communication with clients.
- Managed paid social media and Google advertising.
- Designed and produced premium Ebooks.

Social Media Manager | Freelance

2014-2020

- Amplified brand visibility through compelling content while curating long-form social media posts to captivate audiences.
- Managed paid campaigns and social content.
- Shot product content and edited media.

EDUCATION

BA Mass Communication & Media Studies from Arizona State University

AS, Associate of Science from Utah State University

SKILLS

- Project Management
- Search Engine Optimization
- Market Data Analysis
- Digital Marketing
- Public Relations
- Social Media Marketing
- Copywriting
- HubSpot
- QuickBooks
- Google Analytics
- Google Ads
- Salesforce